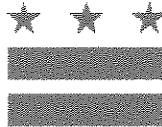



GOVERNMENT OF THE DISTRICT OF COLUMBIA
OFFICE OF THE ATTORNEY GENERAL

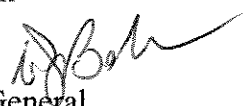


ECONOMIC DEVELOPMENT UNIT

MEMORANDUM

TO: Nick Sussillo, LSW

THROUGH: Andrew Ridley, Acting Chief 
Economic Development Section
Commercial Division

FROM: Denise J. Baker 
Assistant Attorney General

DATE: May 4, 2005

SUBJECT: **Request for Lead Safe Washington Policy Relating to Program
Marketing, Education, Outreach, and Lead-Safe Registry**

You requested that this office draft the above-referenced policy. This office prepared an Administrative Instruction (AI) pertaining to your request, which is attached hereto. This AI is approved as to legal form and sufficiency.

Attachment

2005 MAY 12 AM 10:01



ADMINISTRATIVE INSTRUCTION

Series: 3400
No.: 005
REVISED: _____

**SUBJECT: Lead Safe Washington Policy and Procedure
for Program Marketing, Education, Outreach
and Lead-Safe Housing Registry**

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I. PURPOSE AND OBJECTIVES

A. Purpose.

1. This Administrative Instruction (AI) describes the policies and procedures for Lead Safe Washington Program Marketing, Education, Outreach, and Lead-Safe Housing Registry
2. The Lead Safe Washington (LSW) Program will be marketed on a District-wide basis to achieve lead hazard reduction throughout the city
3. Education and Outreach efforts shall increase participation in the Lead Safe Washington Program, and concomitantly decrease lead hazards in the community
4. The Lead-Safe Registry, an ongoing list of housing that has been made lead-safe, will offer community residents an opportunity to select lead-safe housing

B. Authority

1. This AI incorporates the Lead-Based Paint Hazard Control Grant Program established by Title X of the Housing and Community Development Act of 1992 (Public Law 102-550), known as the Residential Lead-Based Paint Hazard Reduction Act. The primary purpose of the Program is to reduce the exposure of young children to lead-based paint hazards in their homes.
2. This AI incorporates the Lead Safe Housing Rule, 24 CFR Part 35 as it relates to:



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- a. Marketing the program to the homeowners, tenants, and landlords who may desire to acquire funding for lead hazard reduction services;
- b. Education of the District of Columbia (the "District") citizens about the hazards of lead paint, lead paint amelioration, and cleaning techniques;
- c. Outreach by and through Community-based Organizations and LSW;
- d. Development of a Lead-Safe Registry

II. POLICY

A. Marketing Policy

1. The Lead Safe Washington Program (LSW) shall undertake and promote lead hazard control activities that result in the reduction of the lead-based paint health threats for the maximum number of low-income families with children under eight years of age by aggressively marketing the LSW Program to minority and underserved populations and communities.

B. LSW Direct Education and Outreach Policy

1. LSW Program staff is authorized to make direct contact with organizations and individuals to recruit parents, contractors, apartment owners, and homeowners and/or establish through contract separate education and outreach programs to achieve its programmatic goals.
2. Pamphlets, free visual assessments and door-to-door outreach are appropriate examples of efforts under this subpart.

C. Community Partnership Outreach and Education Policy

1. LSW will give Community-Based Organizations (CBOs) the tools and skills to enable them to plan and execute successful lead poisoning prevention programs in their communities.
2. CBOs, as subgrantees of LSW, shall conduct outreach efforts and undertake initiatives to link the LSW Program to at-risk children and families who may not respond to initial overtures by LSW Program staff.
3. CBOs shall hold outreach meetings and training sessions geared toward recruiting parents, homeowners, and rental property owners desiring lead hazard reduction services in individual target areas.



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- D. Governmental Agency Outreach and Education Collaboration Policy
 - 1. LSW Program staff will actively enlist, participate, and collaborate with other District and federal agencies and stakeholders concerned with lead hazard amelioration, education and outreach to the greatest extent feasible.
 - 2. LSW Program staff shall educate government and community leaders about lead hazard concerns and lead's deleterious effect on young children
- E. Lead Safe Registry Policy
 - 1. LSW shall establish a public registry (listing) of lead-safe housing in a publicly accessible address-based property information system
 - 2. Alternatively, LSW is authorized to include its base of lead-safe properties in a public registry developed and maintained by another government or community-based organization in lieu of E.1. above, so long as that registry is a publicly accessible address-based property information system
 - 3. The Public Registry, E.1 and E.2. above, shall be used as a tool to affirmatively market lead-safe housing to families with young children and to check the compliance status and lead violation history of a property.

III. PROCEDURES

The methods and procedures set forth below are authorized under this policy:

- A. LSW will achieve its marketing, education, outreach, and registry mandate by using a combination of efforts herein, as follows:
 - 1. Develop Partnerships
 - 2. Direct Marketing, Education and Outreach
 - 3. Develop and Maintain Lead Safe Washington Website
 - 4. Sponsor Community Forums
 - 5. Sponsor Lead Safe Housing Conference(s)
 - 6. Develop Resource Centers and Cleaning Programs
 - 7. Develop Media Campaign
 - 8. Create Registry



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- B. Develop Partnerships—LSW Program staff shall partner with the following persons/agencies to coordinate lead hazard reduction efforts, at a minimum:
1. DC Department of Health (DOH)
 2. Coalition to End Childhood Lead Poisoning
 3. DC Housing Authority
 4. DC Department of Regulatory Affairs (DCRA)
 5. Subgrantees—Community-based Organizations
- C. Lead Safe Housing Conference—The purpose of the Conference is to encourage private market investment in lead hazard reduction in the District, increase contractor capacity and minority contractor participation in lead hazard control and lead inspection worker education.
- D. Develop and Maintain LSW Website [reserved]
- E. Develop Resource Center and Cleaning Programs [See AI on HEPA vacuum Loans incorporated by reference herein]
- F. Develop Media Campaign [reserved]
- G. Create Registry [reserved]

IV. ATTACHMENTS

[Reserved]

Approvals:

Originating Office

Date

Office of Program Monitoring

Date

Office of the Attorney General

Date



Government of the
District of Columbia

Department of Housing and
Community Development

Administrative Issuance
Date: May 4, 2005

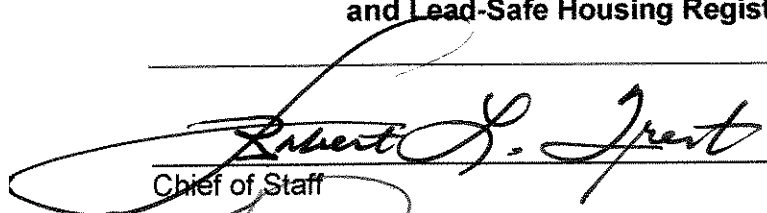
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Chief of Staff

5/24/05
Date


Chief Operating Officer

5/23/05
Date


Director

MAY 25 2005
Date



Government of the
District of Columbia

Department of Housing and
Community Development

Administrative Issuance
Date: May 4, 2005

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Attachment 1